

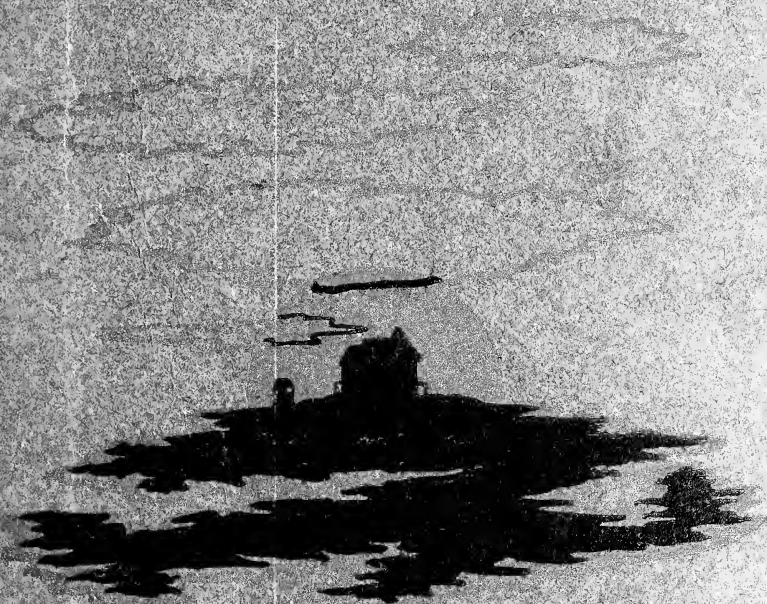
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Fairview
Yonkers
N.Y.





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JUL 5 1900

FAIRVIEW

YONKERS, N. Y.

OWNED
AND
DEVELOPED
BY

✓
727 ✓
The **M**anhattan & **Y**onkers **L**and **C**o.

20 EAST 42d STREET,

NEW YORK CITY.

J. H. GORDON,

General Selling Agent.

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INTRODUCTORY.

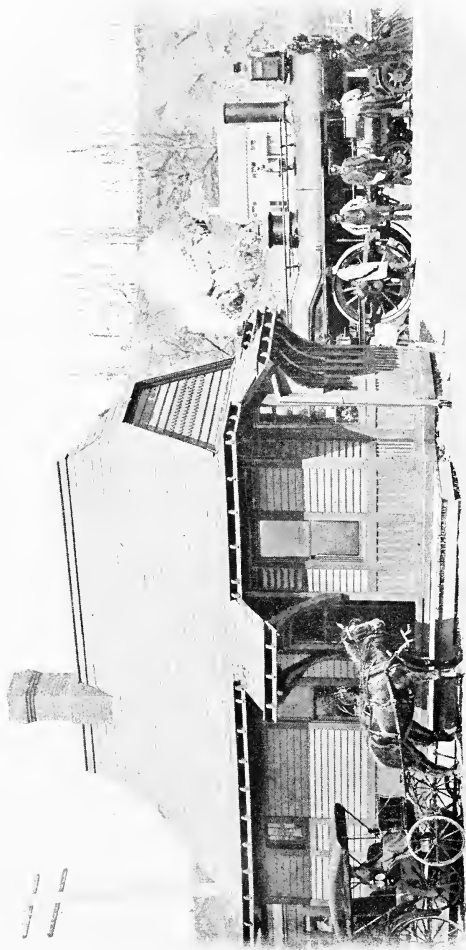
WE feel that in presenting "FAIRVIEW" for the consideration of homeseekers, we are offering something particularly attractive to the refined middle class.

FAIRVIEW has unique, value giving features, lifting it into a class of its own. It is naturally and by virtue of the improvements which we are making, a high class property though offered at moderate prices; and close observation of the suburbs of New York has engendered the sincere belief that **no other equally good property is so cheap, and no other equally cheap property is so good.**

We believe that every reader of this booklet who will take the trouble to inform himself, will agree with that statement, and with so much proven, we are quite willing to close our case and submit it to the family jury—yourself, your wife and your children.

Yours respectfully,

The Manhattan & Yonkers Land Co.



Nepperhan Station (FAIRVIEW) Main Line Putnam Division, N. Y. C. & H. R. R. R.

FAIRVIEW... ..

Location. FAIRVIEW is located in the City of Yonkers, a short distance from the New York City Line, and directly at Nepperhan Station on the Main Line of the Putnam Division, N. Y. C. & H. R. R. R. (See map inside of back cover.)

It is situated on a gently sloping hillside and a level plateau on the top. The property commands extended views of the beautiful Nepperhan Valley to the North, while to the East and South are the rugged and picturesque Westchester Hills and Valleys. To the West occasional glimpses of the Palisades and the mountains of Northern New Jersey are to be had.



Take Sixth or Ninth Avenue Elevated to 155th Street Station, there take train on MAIN LINE Putnam Division, N. Y. C. & H. R. R. R. direct to NEPPERHAN STATION.

To
Reach
Fairview.

Or take train on Hudson River Division, N. Y. C. & H. R. R. R. at Grand Central Depot or at 125th Street Station and notify conductor that you wish to transfer to Putnam Division at High Bridge or Morris Heights. Time-tables will be forwarded upon application.

We would suggest that parties desiring to see FAIRVIEW, first come to our office, No. 20 East 42d Street, New York City, and we will take pleasure in showing the property and in giving full information.



FAIRVIEW in March 1900, looking from the Station.

ACCESSIBILITY.

FAIRVIEW is only 22 minutes from 155th Street Station, New York City. From 155th Street, Elevated Express trains reach Rector Street in 34 minutes, bringing the extreme Southern end of Manhattan Island within less than an hour

Convenient
to all
Points.

from your breakfast table at FAIRVIEW, or passengers may transfer to the Hudson River Division at High Bridge or Morris Heights, and reach the Grand Central Depot at 42d Street in 37 minutes from FAIRVIEW.

The commutation rate of fare is \$6.85 per month (about eleven cents per ride) which includes fare on the Manhattan Elevated Railroad to any part of the city, or if transfer is made to Hudson River Division the commutation ticket carries you to 42d Street.

The Yonkers Railway Company has recently secured a franchise for a trolley line past FAIRVIEW, which line will be built this year. This will place FAIRVIEW in direct touch with the great Metropolitan Street Railway Company's System with five cent fare into New York, and it will also bring FAIRVIEW within a few minutes ride of the Fine Churches, High School, Public Library, Theatre, Clubs, Social Life, and the large stores of Yonkers, a city of 50,000 people.

The new Underground Rapid Transit Road now in process of construction will terminate at Kingsbridge which is **now** only sixteen minutes by train from FAIRVIEW.

Van Cortland Park with its golf links, military parade grounds, its band concerts and other attractions is reached by train from FAIRVIEW in about ten minutes.

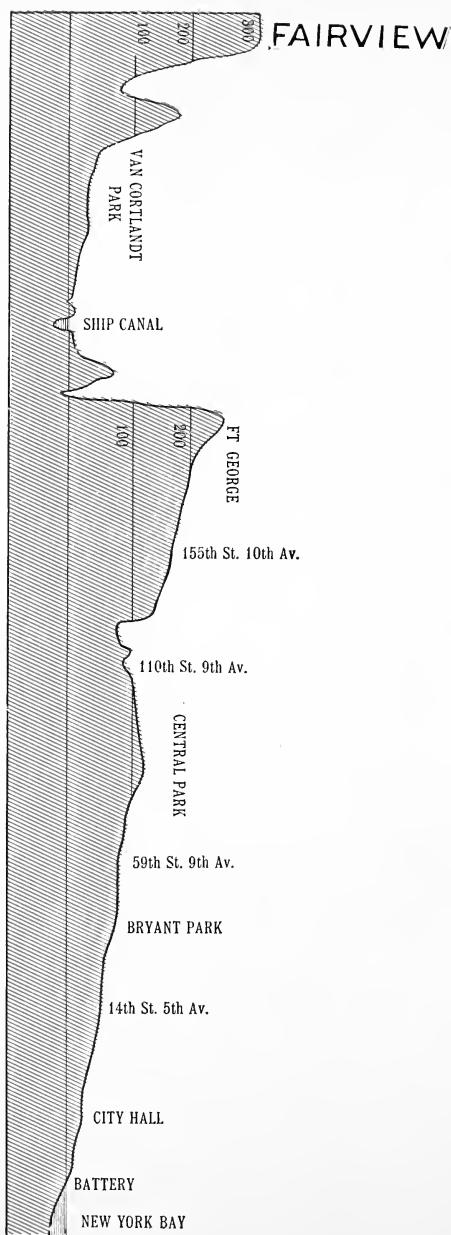


Diagram
showing
altitude
of
FAIRVIEW
and
other
well
known
points.

HEALTHFULNESS.

In selecting a suburban residence the one consideration of greatest importance is—is it healthful? If not, if the ground is low and swampy and likely to be malarious, you don't want it at any price. FAIRVIEW is located among the "Westchester Hills," long celebrated for pure air, and freedom from disease producing germs, as well as from the wrath provoking mosquito.

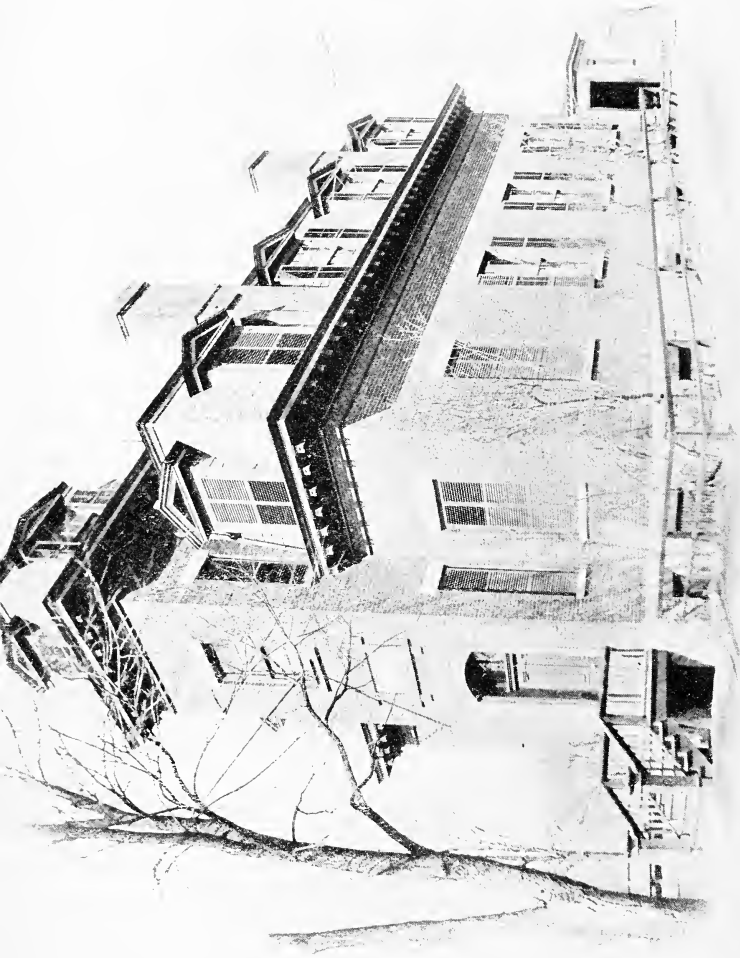
High
Ground.

People troubled with bronchial or lung difficulties find the air here a great relief from the strong salt air prevailing nearer the sea, and it is a common practice with city physicians to send such patients to Yonkers.

The particular hill on which FAIRVIEW is located is shown by the Topographical Map issued by the U. S. Geological Survey to be about **300 feet** above sea level. New Yorkers will appreciate what this altitude means by comparing it with that of some well known high places in the city. For instance the highest point in the Murray Hill section is about 85 feet, on Morningside Heights about 138 feet. The corner of 155th Street and Amsterdam Avenue 148 feet, while on the upper end of Manhattan Island slightly over 200 feet is reached. FAIRVIEW is supplied with the pure, wholesome and abundant Yonkers city water.

Pure
Water.

The genuine healthfulness of the City of Yonkers is too well known to need comment as it always stands among the cities having the lowest death rate and sometimes as high in the list as second in the United States.



This school is only about 900 feet from FAIRVIEW. (Addition same size now being built.)

To Live in the Country

strictly speaking, involves the giving up of city advantages to which we have become so accustomed that they are real necessities.

City

Advantages.

Few city people, for instance, would willingly forego the luxury of running water in their homes with all the attendant comforts of hot and cold baths, and sanitary plumbing.

To live in the crowded city on the other hand involves the giving up of the freedom, the fresh air and the restfulness of the country.

Happy is he who has the advantages of both city and country.

FAIRVIEW is in the City of Yonkers, it is in fact nearly the geographical centre of the city, though suburban to the business section. It has free mail deliveries, police protection, electrically lighted streets, and houses, Yonkers city water, pure, wholesome and plentiful. Protected by the Yonkers Fire Department. Telegraph and express offices at the station directly at the property. A telephone in a FAIRVIEW house, connected with the Yonkers Exchange (over 700 subscribers) costs only \$36.00 per year.

The public school system of Yonkers is unsurpassed by that of any city in the country.

School

A good grammar school is within two or three minutes walk of FAIRVIEW, while the Yonkers High School, reached in a few minutes by the trolley, which will soon be completed, is a very fine institution fitting students for all colleges. A number of excellent private schools and two business colleges are also in Yonkers.

Facilities.

Refined Surroundings.

To be quiet, refined, homelike, or to be noisy, coarse, irritating.

To have neighbors pleasant, congenial and friendly, or boisterous, disagreeable and dissipated.

To Be

or

Not to be.

To have your children play with wholesome companions, or to have them taught all kinds of knavery and bad habits by a lot of vicious hoodlums.

To meet well-behaved, prosperous looking people on the street, or to dodge drunken men coming from the corner saloon.

You are buying a home, not for this season or this year but for life. It is not only how the neighborhood looks **now**, **how will it look** in five or ten years? Is it being developed upon a definite plan? Or are the lots owned by Tom, Dick and Harry who will build anything that may please **them**.

Are any restrictions upon adjoining property so that you know whether a gin mill may not soon be flourishing there?

Not only do these matters vitally affect the happiness and well being of the family, but upon them to a very great extent depends the future value of the property, and anyone fit to be the head of a household will ask himself all of these questions before he chooses a home.

FAIRVIEW answers correctly every one of these interrogations. Not only is Fairview itself, consisting of more than one thousand lots, restricted and being built up by the owners in a manner attractive to the refined middle class, but the property on both sides of it is restricted in like manner.

Beware of a "Hit and Miss" neighborhood.

· Van Cortlandt Park.

Only ten minutes by train from FAIRVIEW is Van Cortlandt Park, New York City's noblest dedication to the health and happiness of the future generations. Containing 1132 acres of land (nearly 300 acres more than Central Park and more than twice the size of Prospect Park), it is one of the largest and finest areas ever set aside for park purposes.

The old Manor House and the Old Mill at Van Cortlandt are interesting relics of Colonial Days. The Manor

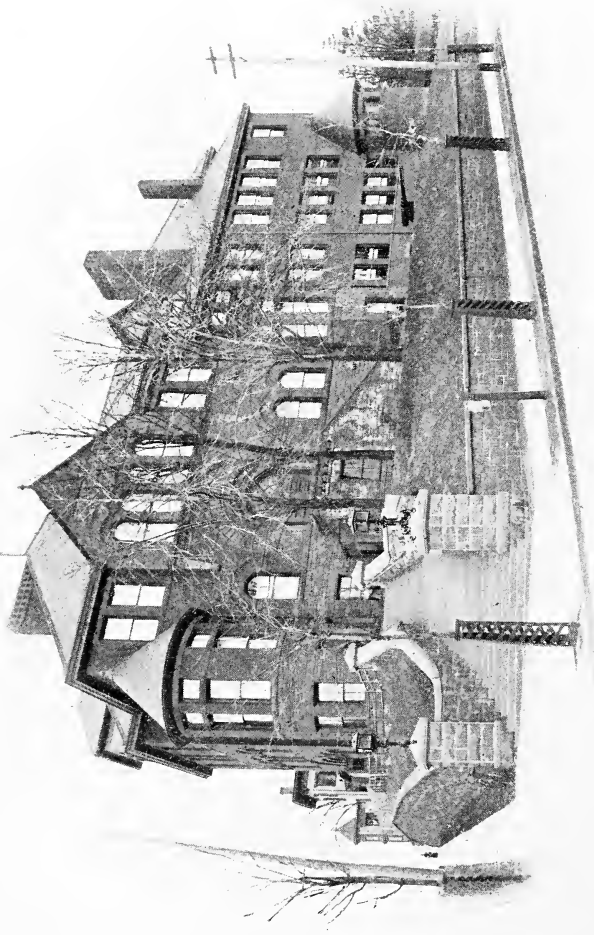
Past. House was frequently the headquarters of both Armies during the Revolution. The patriots under

Washington and Rochambeau, and the British under Howe, Knyphausen and Tarleton.

Here are one of the finest golf links in the country, bicycle paths, baseball and cricket fields, a large lake with boating in the summer and skating in the winter. Interesting and instructive to both old and young are the evolutions of infantry, cavalry and artillery, as well as regular sham battles, which occur from time to time on the great military parade ground. Present.

Here also on summer afternoons will be found laughing, chatting throngs of people who have come by train, by carriage and bicycle to listen to the grand open air concerts which are regularly given by the finest bands of New York City.

Future. Van Cortlandt Park is, in time, not as far from lower New York as was Central Park in its early days. The actual growth of the City up to and around Central Park is prophetic to say the least, of the future of Van Cortlandt.



Yonkers High School.

Facts About Yonkers.

Adjoins New York on the North—the finest suburb.

Reached Comfortably by Railroad—no Ferries or crowded Bridges.

About 160 Trains a day between Yonkers and New York.

Commutation fare about 8½c. a ride.

Time from Grand Central Station 25 minutes, from Rector Street 54 minutes.

Population 50,000.

Two National Banks.

Two Savings Banks, one Trust Company. Safe Deposit Boxes.

28 Churches—Methodist 5, Baptist 4, Catholic 6, Episcopal 4, Presbyterian 4, Reformed 2, Congregational 1, Hebrew 1, Lutheran 1.

Fine Public Library.

Schools—Unexcelled, consisting of High School and 13 other public schools. Total value over \$700,000. Numerous private schools.

Clubs—Social, Tennis, Golf, Yacht, Boat, Canoe, Country, Bicycle and others.

Hospitals—two. Finely equipped.

Fire Department. 19 companies, 565 men.

Ample Police Force, mounted and on foot.

Abundant Supply Pure Water. Plant owned by the City.

City is practically **out of debt**, its water works would sell for enough to pay all indebtedness.

Electric lights, gas, electric cars. First-class markets.

Manufactures carpets, hats, sugar, elevators, silks, electrical devices, etc. Over 10,000 operatives. Annual product over \$21,000,000.

Magnificent Drives, 63 miles of asphalt and macadamized streets.

Telephone Exchange, over 700 subscribers, low rates.

More than five million people live within a radius of 20 miles.

Yonkers is directly in the line of New York's greatest and most substantial growth.

Peculiarities of New York.

The peculiarities of New York have, of course, a very important effect on real estate values in and about the City, and conclusions which would be justified in any other place might be very erroneous here.

New York is unlike any other American city, geographically, socially and commercially. Being located on a narrow island and cut off on three sides by bodies of water so large as to form an effectual barrier to growth in any direction except Northward, it may be compared to a great sack into

Filling Up

Toward

Yonkers.

which countless railroads and steamship lines are pouring streams of people from East, West, North and South. Like the sack it began to fill at the bottom which is at the Battery, and like the sack it is filling up toward the top which is at Yonkers. True, there have been a few holes punched in it through which the smaller particles ooze out into Brooklyn and New Jersey; but no opening can ever be made large enough for the passage of great business interests.

The enormous values of land in New York prohibit the owning of separate homes by any but the wealthy, and as a consequence the great majority of the citizens are obliged to live in flats and apartments or seek homes in the suburbs.

The result of this condition is a marvelous suburban population, and most of the country near New York is thickly settled with people who earn their living in the city. Villages, towns and cities cluster around the railroad stations and any "real country" is hard to find.

Draw a circle around the New York City Hall at any distance from half a mile to twenty-five miles, and it will pass property of every conceivable kind and price.

Not distance, but neighborhood, healthfulness, accessibility, govern values.

The New Rapid Transit Road.

March 24th, 1900, was a memorable day in the History of New York City, for on that day, in the presence of a vast multitude of people, the air filled with flags and banners, a spadeful of earth was turned over by the Mayor, the formal beginning of work on the Rapid Transit Tunnel. This ceremony was really more in the nature of a triumphal ending than a beginning, for the overcoming of political opposition and prejudice of all kinds had been a more serious undertaking than the actual construction of the Tunnel. The first spadeful of earth removed was therefore "the beginning of the end"—the realization of the hope for REAL RAPID TRANSIT. The City had grown so fast that it seemed as if not enough means of travel could be crowded on and above the streets to accomodate the people, so a road was to be built underground so magnificent in its appointments as to solve for many years to come, the problem of uptown and downtown transit. Ten thousand men with pick, shovel and drill were to dig away the barriers of distance separating the North and South ends of the city, thirty-five millions of dollars to be expended in a fresh air fund to enable countless thousands to live farther North in homes of their own.

To
Harlem
In 15
Minutes.

Underneath the ground, away from the delaying throng of pedestrains, carriages and trucks, luxurious electric trains will shoot at a speed of forty miles an hour through a safe, clean, well lighted and ventilated tunnel. Neither fog or snow will be known there, rainy days will be dry and windy days will be calm.

The Harlem River will be nearer the City Hall than Madison Square was twenty-five years ago. Fairview will be nearer than was Central Park.

NOTE.—It is interesting to know that the street railroads of Manhattan Island alone, carried in 1899, more passengers, by far, than all the steam railroads in the United States. The figures are Manhattan, 656,582,128; Railroads of United States, 514,982,288.

The Growth of New York.

All American cities grow, but it seems an established principle that the magnetic attraction of a city increases in proportion to its size, and this rule has held good in New York.

Starting with a small settlement at the Southern end of Manhattan Island, the story of Northward progress has been repeated over and over again. The suburbs of one year have become the thickly settled residence sections of the next, only to be again transformed into business centres.

The West

Side

in '85.

Lots that only a few years ago were worth a few hundreds now bring tens of thousands of dollars.

In 1885 the territory West of Central Park was so sparsely settled that only one lot in seventeen was built upon. Now, nearly every lot is covered by a magnificent structure. In 1885 on the east side of Columbus Avenue between 64th and 95th Streets there were but one stone and two brick buildings. There was not a stone or brick building on Amsterdam Avenue from 83rd to 95th Street, and not one on 89th, 90th or 91st Streets.

New York and its environs contained in 1800 about one eighty fourth of all the people in the United States, while in 1900 according to the best obtainable estimate, one in nineteen live in and directly around New York. The United States has sixteen times as many people as in 1800, New York and its environs has seventy-three times as many. And never during all that period has the Metropolis progressed with such gigantic strides as during the past ten years, and never in ten years as fast as during the past year.

POPULATION OF NEW YORK.

1653,	1,120	1880,	{ 1,206,299
1750,	10,000	1880,	{ 1,903,191*
1800,	60,489	1890,	{ 1,515,301
1820,	123,700	1890,	{ 2,489,340*
1840,	312,710	1900,	3,609,634*†
1860,	813,609		

* Including all of the present Greater New York.

† Estimated.

The Growth of New York.

Nothing perhaps so plainly illustrates the progress of a city, no evidence of growth is more indisputable, than the statistics of building operations. New York is so far ahead of the other cities in new buildings for 1899 that a comparison becomes almost ludicrous. From the figures we have been able to collect it seems apparent that **the cost of New York's building operations for 1899 exceeded those of all the other cities of the United States put together.**

The following statistics of some of the cities will convince you that this estimate is not exaggerated.

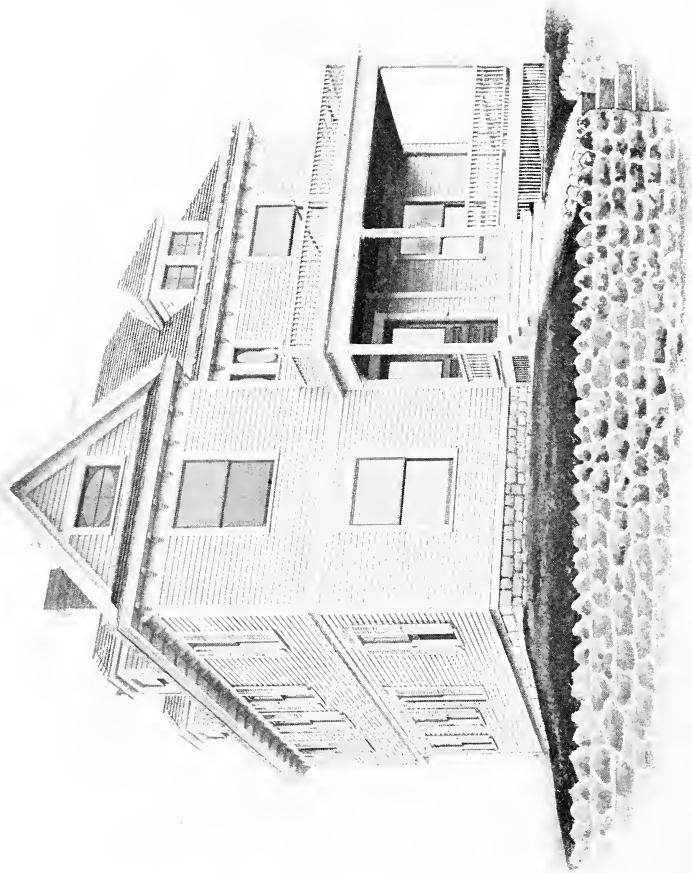
New York City, New Buildings 1899, . . .	\$156,843,321	
Alterations,	10,149,107	
	<u>\$166,992,428</u>	
Chicago, . . .	\$20,856,570	Minneapolis, . . \$3,003,014
Philadelphia, . .	20,377,090	Cincinnati, . . . 2,650,879
Pittsburgh, . . .	7,201,215	St. Paul, 2,597,488
Washington, . . .	6,041,643	New Orleans, . . . 1,779,405
Cleveland, . . .	5,488,728	Toledo, 1,462,525
Kansas City, . . .	4,160,700	Atlanta, 1,293,997
Detroit,	4,002,680	Allegheny, 1,254,125
Milwaukee, . . .	3,931,466	Omaha, 1,045,664
Buffalo,	3,409,489	Des Moines, 720,452
		Denver, 2,189,953
		<u>Total for nineteen cities, \$93,467,980</u>

It will be noticed that New York's building operations for 1899 were about eight times those of Chicago or Philadelphia.

The assessed value of the realty, (land and buildings) in New Haven, Conn., is \$52,874,368. New York's new buildings equalled this value in four months.

New York's 19,979 new buildings for 1899 cost on an average \$14,286 each. This equals thirty-six such buildings every working day, or a building every thirteen minutes costing \$14,286, more than a thousand dollars a minute, and these buildings doubtless covered an area of 1200 acres in one year. Think of it

Growth
in
Area.



House on Davis Street, FAIRVIEW.

The Magnitude of New York.

"New York was afterwards sold for twenty-four dollars, the whole island. When I think of this I go into my family gallery, which I also use as a swear room, and tell those ancestors of mine what I think of them. Where were they when New York was sold for twenty-four dollars?"

—Bill Nye, *History of United States.*

The second city in the world and the first on the Western Hemisphere, New York is so great that even its own citizens do not appreciate it.

Population. Its population January 1st, 1900, according to the Board of Health was 3,609,634. More than that of Chicago and Philadelphia put together and more than the combined population of the States of Maine, New Hampshire, Vermont, Rhode Island, Connecticut, Delaware and Colorado.

The assessed valuation of real and personal property in New York City in 1899 was \$3,478,352,029. A sum so great that it would take nearly all the money in circulation in the United States to pay one-half of it. **Wealth.** This is more than sixteen times the assessed valuation of Chicago, and more than the combined assessed valuation of Chicago, Philadelphia, Boston, Baltimore, St. Louis and Cleveland.

The Bank Clearances in New York in 1899 were \$57,368,230,771, and in all the other cities of the United States put together \$31,541,431,005. The daily business of the New York Clearing House was \$188,092,560. **Business.** Equal to handling all of the money in the world every sixty days.

New York's manufactures far exceed those of any American city and it imports about two-thirds of all the goods brought into the United States.

These figures and comparisons might be continued indefinitely but enough are here given to show that in the race for supremacy, New York is far, far ahead of all competitors.

Fairview as an Investment.

It is a source of satisfaction in buying a home to know that it has been purchased at a price which insures, not only your money back if you should ever desire to sell, but a profit on the investment. A wise purchase may, and probably will, make you a gainer of thousands of dollars.

Purchase

Wisely.

The present value of FAIRVIEW property can be very accurately determined by comparison, a method which will naturally be employed, and one of which we heartily approve, because it will confirm our belief, that no other equally good property is so cheap, and no other equally cheap property is so good.

The question for the *future* value of a piece of property however, is one of keen judgment and discrimination.

Values in Real Estate as in everything else depend upon supply and demand.

Present

and

Future.

The supply of Real Estate is a known quantity. Demand is increased by increased population and development, also as conditions arise making certain property more desirable than before.

New York City began at the Battery and has been growing Northward ever since. Each succeeding year without a single exception, has seen its centre of population nearer Yonkers.

The geographical peculiarities of New York make it impossible that the substantial growth, the great business interests shall ever go in any other direction.

The

Supply.

The city is now almost absolutely full except the 12th, 23rd and 24th Wards, which extend from 86th Street to the Yonkers City Line. The supply South of 86th Street is therefore now exhausted and the three Northerly Wards and Yonkers must now accommodate practically all further increase of population.

Fairview as an Investment.

4057 acres in the 23rd and 24th Wards have been set aside for park purposes, decreasing the available supply to this enormous extent and by making that the Park section, increasing the demand.

The

Demand.

There are to-day in these three Northerly Wards 582,910 people, a greater and more dense population than has the City of Boston. Great inroads have therefore been made upon that source of supply. Next comes Yonkers.

Exactly what the demand will be we do not know. We do know that in ten years past New York and its suburbs have increased in population about one and one-half millions, which means that every day homes have been provided for over four hundred people. Nobody doubts that the increase in the next ten years will be much greater.

We know that Rapid Transit is now assured, that thirty-five millions of dollars are to be spent in order that residents of upper New York may reach their business more easily and quickly. We believe that this alone will double or quadruple the demand for property in the North end.

We know that anything like what seems the inevitable demand for property there will increase values wonderfully.

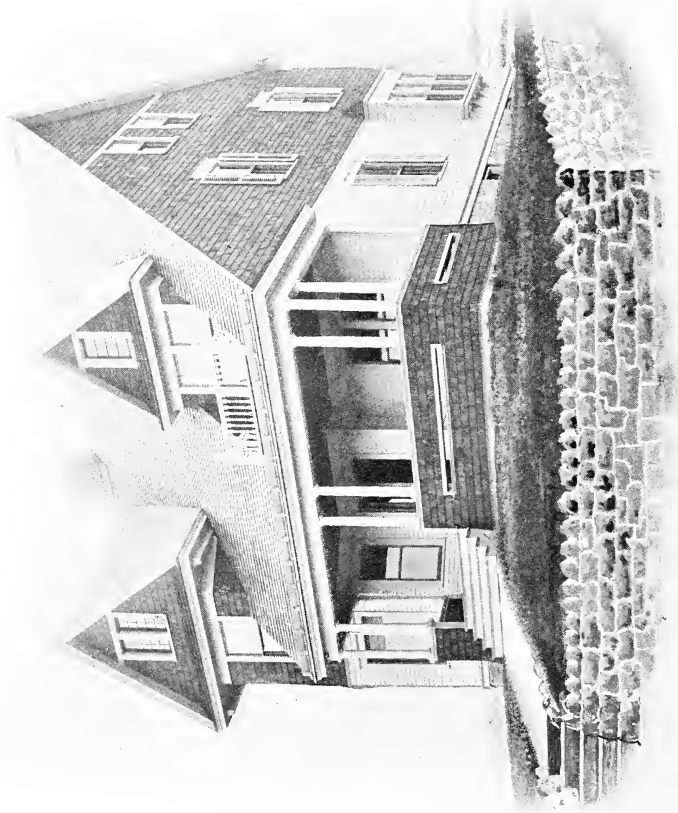
The natural tendency of a growing city is to follow along the lines of easiest communication, the population along lines of Railroad is, about New York, miles in advance of the more inaccessible localities.

FAIRVIEW is directly at a railroad station. It is more easily reached from downtown to-day than most sections in the 23rd and 24th Wards. It is far lower in price than property there. It is restricted, insuring the character of the neighborhood. It is in a city of 50,000 people thus gaining great advantages over ordinary suburbs. In short it has advantages which bespeak its full share of prosperity. How can it be other than a good investment?

Progress

Travels by

Railroad.



House Corner Davis Street and Arlington Avenue, FAIRVIEW.

“HOPE SPRINGS ETERNAL IN THE HUMAN BREAST.”

The average New Yorker lives in an apartment or a flat. As a rule he does not expect that he will always continue to do so. He regards it only as a temporary arrangement, a makeshift which will do for a time—until he can have a Home—a home that will be his own, this year and next year, a home that his children will grow up to remember and to love. His home must be visited by that greatest of physicians, the bright sunlight. The pure air must circulate freely through it, driving disease and death to more congenial quarters.

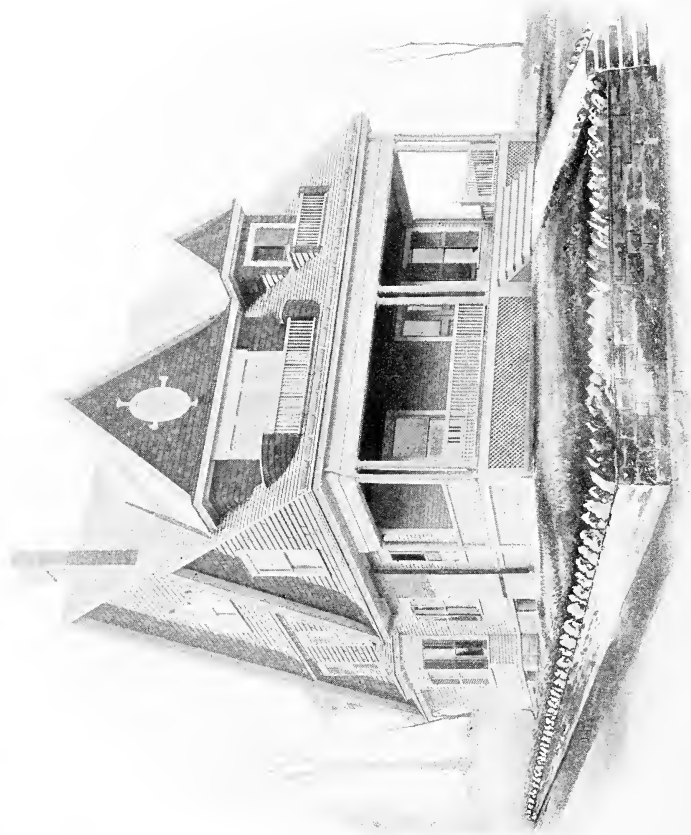
The
Desire
for a
Home.

There must be plenty of out-door exercise for the children, for in their early life is fixed their physical destiny—whether they have to fight life's battle hearty, vigorous and forceful, or as puny, inanimate weaklings.

The “flat dweller” is tired of his narrow, cramped quarters, he wants to be independent of the petty tyrannies of landlords and janitors, he wants more “elbow room,” “a place to put things,” a “den” of his own, he wants a piazza where he may enjoy the long summer evenings with his family, a little lawn with green grass and a few flowers.

He thinks of Merry Christmas at home, his relatives have come to dinner, the children are having a hilarious romp with their little cousins. How happy everybody is. How heartily he is congratulated upon having such a delightful home, and how proud he is of it. He dreams of another Christmas when the children shall have grown up and have homes of their own, yet they come “home” for Christmas, little cousins too are playing together as merrily as of old, but they are not the same little cousins.

Is there nothing to live for, better than assortment of rent receipts?



House Corner Fletcher Street and Arlington Avenue. FAIRVIEW.

Our Houses at Fairview.

The greater part of FAIRVIEW will be built up and offered for sale in its improved condition, thus insuring the quality and standard of the houses.

Look

at

Them.

We shall not attempt in this booklet to describe any particular house or houses, but will simply give the reader an idea of the standard of quality which we are following. (See cuts on pages 22, 26 and 28.)

We shall be very glad to show you at any time such houses as we may have unsold and to name prices for them. We aim to make our houses comfortable, convenient and pleasant.

We wish to make every room light and airy. We know that people like a piazza to sit on, that they like the cleanliness of hardwood floors in living rooms, the comforts of modern plumbing and the convenience of electric lighting, and all these are found in our houses.

We build no house on a single lot of ground consequently we are able to give a greater variety of arrangement than is possible with narrower houses.

Our houses are of frame construction as is fitting in a suburban home, the frame is first covered tight with good matched boards, which are then covered with heavy building paper after which come the clapboards or shingles as the case may be, they are painted with pure lead and oil. The foundations are of stone, cellars high and light and well cemented. In all living rooms we use hardwood trim and polished hardwood floors, laid over common floors, greatly increasing the warmth of the house.

Houses are heated by good furnaces and lighted by electricity. They are provided with combination gas and electric fixtures, and nicely decorated. The plumbing is exposed nickel and bathtub enamelled, laundry tubs are stone. Good ranges are provided.

We grade and sod or seed the lawns, plant shade trees and lay sidewalks, in short we finish the houses inside and out, ready to move into.

We grade and macadamize the streets and curb and pave the gutters **at our own expense** under the supervision of the proper city authorities, **relieving purchasers of all this expense.**

No

Extra

Expense.

FAIRVIEW AS A HOME IS DESIRABLE.

Because

It is Accessible

56 minutes from Wall Street, directly at station.

It is Healthful

300 feet above sea level among the Westchester Hills.

It is Restricted

So are the lots on both sides of it.

It Has Country Surroundings

Detached houses, plenty of fresh air and sunlight.

City Advantages

City water, electric lights, macadam streets, police and fire protection, mail delivery, etc., etc.

Schools

Good grammar school close by, Yonkers High School.

Prices Moderate

No other equally good property so cheap—no other equally cheap property so good.

Quality High

FAIRVIEW AS AN INVESTMENT IS DESIRABLE.

Because

New York is Moving Toward It

Growing Northward about one mile a year.

New York is Filling Up

Except the three Northerly Wards and they have a greater population than the City of Boston.

Never Grew so Fast as Now

New York and its suburbs increased about 1,500,000 in ten years past.

The Rapid Transit Road

Will immeasurably hasten the Northward growth of New York.

Its Natural Advantages

Will attract people to it.

Being at a Station

It will be quick to feel the effect of increased population.

It is Now Cheap

Its Value Must Increase

Cannot decrease.

In Conclusion.

If this booklet shall have given you a sufficiently comprehensive idea of FAIRVIEW so that you will come to us desiring to see the property and to know more about it, it will have accomplished its mission.

If you will come with us to see FAIRVIEW, it will show for itself what it is to-day, and if in addition you will carefully consider the outlook for the future, we believe that your judgment will make you a buyer.

Prices

and

Terms.

It is impracticable to publish prices, which will of course be constantly advancing with the development of the property, but we shall ask only a fair business profit, and having purchased FAIRVIEW several years ago at a very advantageous figure we are in a position to name very reasonable prices.

Nor have we any fixed terms. We realize, that most instalment schemes are carefully thought out to the end that the buyer, in one way or another pays dearly for the accommodation, so we have avoided any "schemes" whatever. We prefer to make a fair and reasonable price for a house or lots, and accommodate the terms to the buyer's pocketbook. We can say here, however, that to the right people **we will make terms as easy as anyone can afford to.** If you have but little ready money, tell us just how you are situated and we will endeavor to accommodate you. We care more about selling FAIRVIEW to desirable people than about the amount they can "pay down." Prices will be given upon application.

We shall consider it a pleasure to go with you to see the property at any time, and to let FAIRVIEW, by its manifest advantages, "do the rest."

The Manhattan & Yonkers Land Co., Owners,

20 EAST 42d STREET,

J. H. GORDON,

NEW YORK CITY.

General Selling Agent.

SOME SUCCESSFUL PEOPLES' IDEAS OF REAL ESTATE... ..

MRS. HETTY GREEN :

"I think Real Estate is the best investment for people who have only a few thousand dollars and want to make as much by it as they honestly can."

ANDREW CARNEGIE :

"As I have said to workingmen and to ministers, college professors, artists, musicians and physicians and all the professional classes, "Do not invest in any business concern whatever ; the risks of business are not for such as you. Buy homes for yourselves first, and if you have any surplus buy another lot or house or take a mortgage upon one, or upon a railway, and let it be a first mortgage, and be satisfied with moderate interest."

ROSWELL P. FLOWER :

"Real Estate is the best investment for small savings."

HENRY CLEWS :

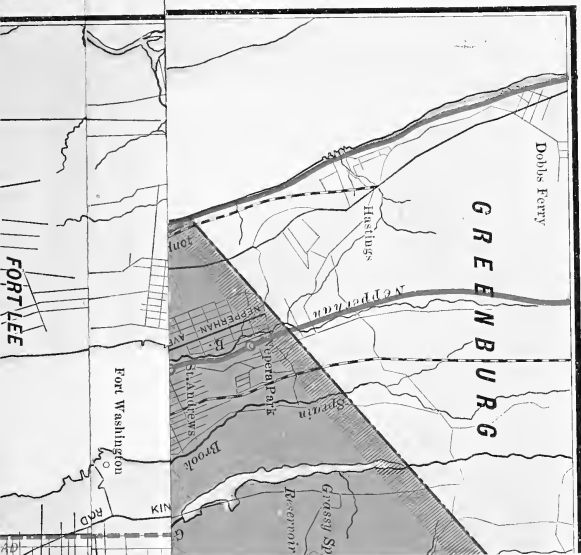
"Be wise while you have the chance. *Invest in good property lying close to New York*, where the population, growing mightily as it is, will need your property soon, and will pay you a large price for it."

JOHN JACOB ASTOR :

The Astor millions, were chiefly made, as is well known, in Real Estate. Read what W. O. Stoddard says in his "Men of Achievement," regarding the policy of the first John Jacob Astor, the founder of that vast fortune : "Whatever capital could be spared from other operations he continually invested in Real Estate, *a little outside, for the greater part of the ideas of other buyers.* Some indeed, was for immediate improvement and he built upon it, but more belonged to the city of the future which his prophetic eyes were looking at."

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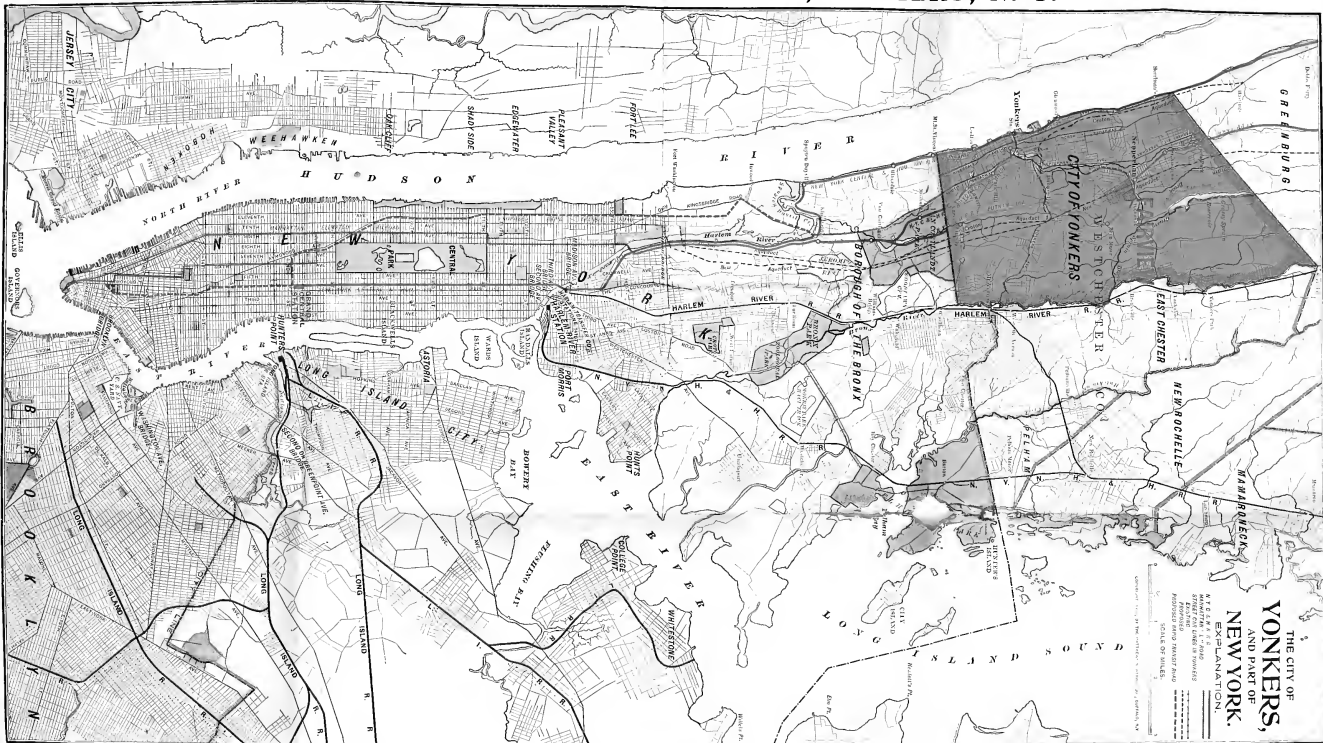
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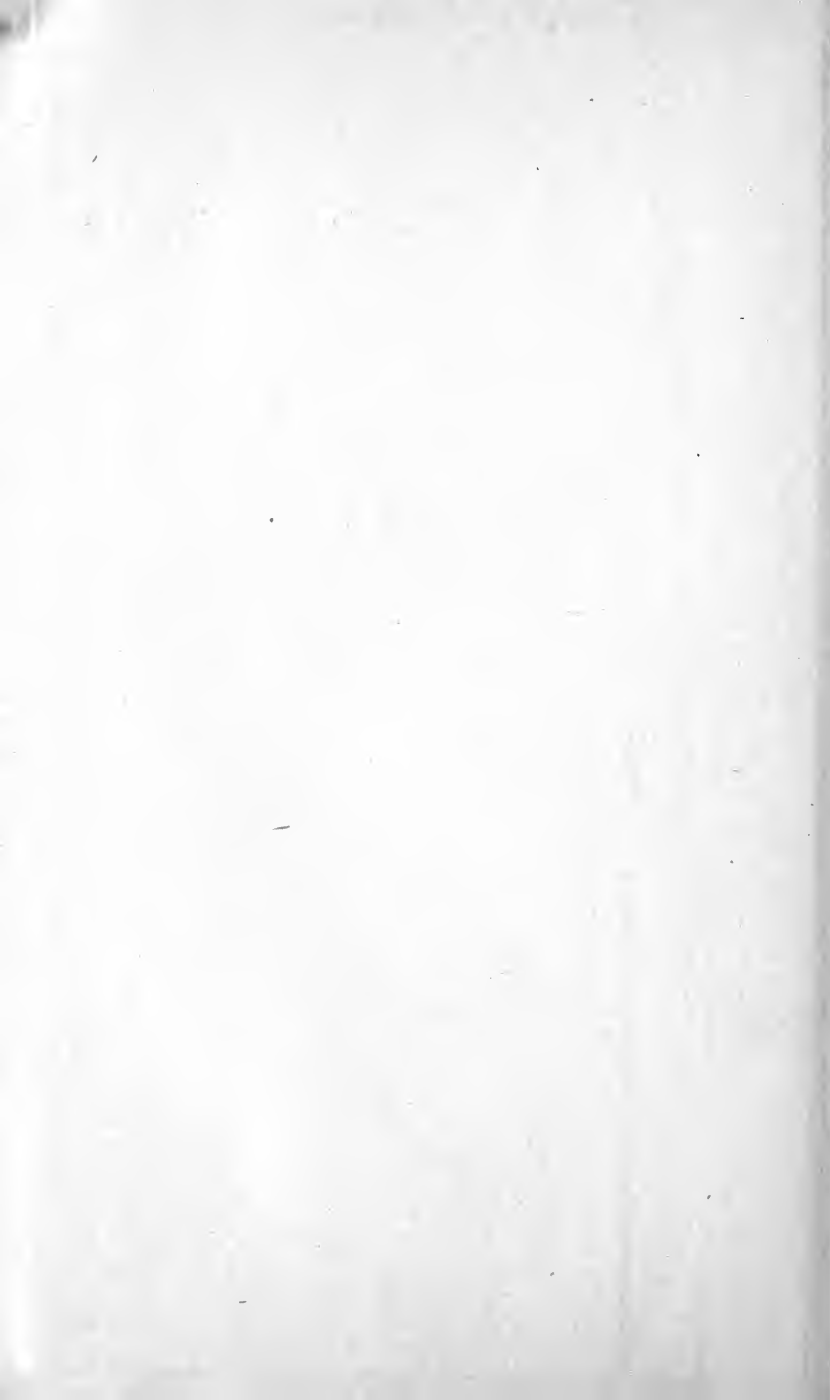


Map showing location of FAIRVIEW, YONKERS, N. Y.



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J. H. GORDON, GENERAL SELLING AGENT.





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